

wichealth.org:
Getting your
Agency on Board



Webinar Tips

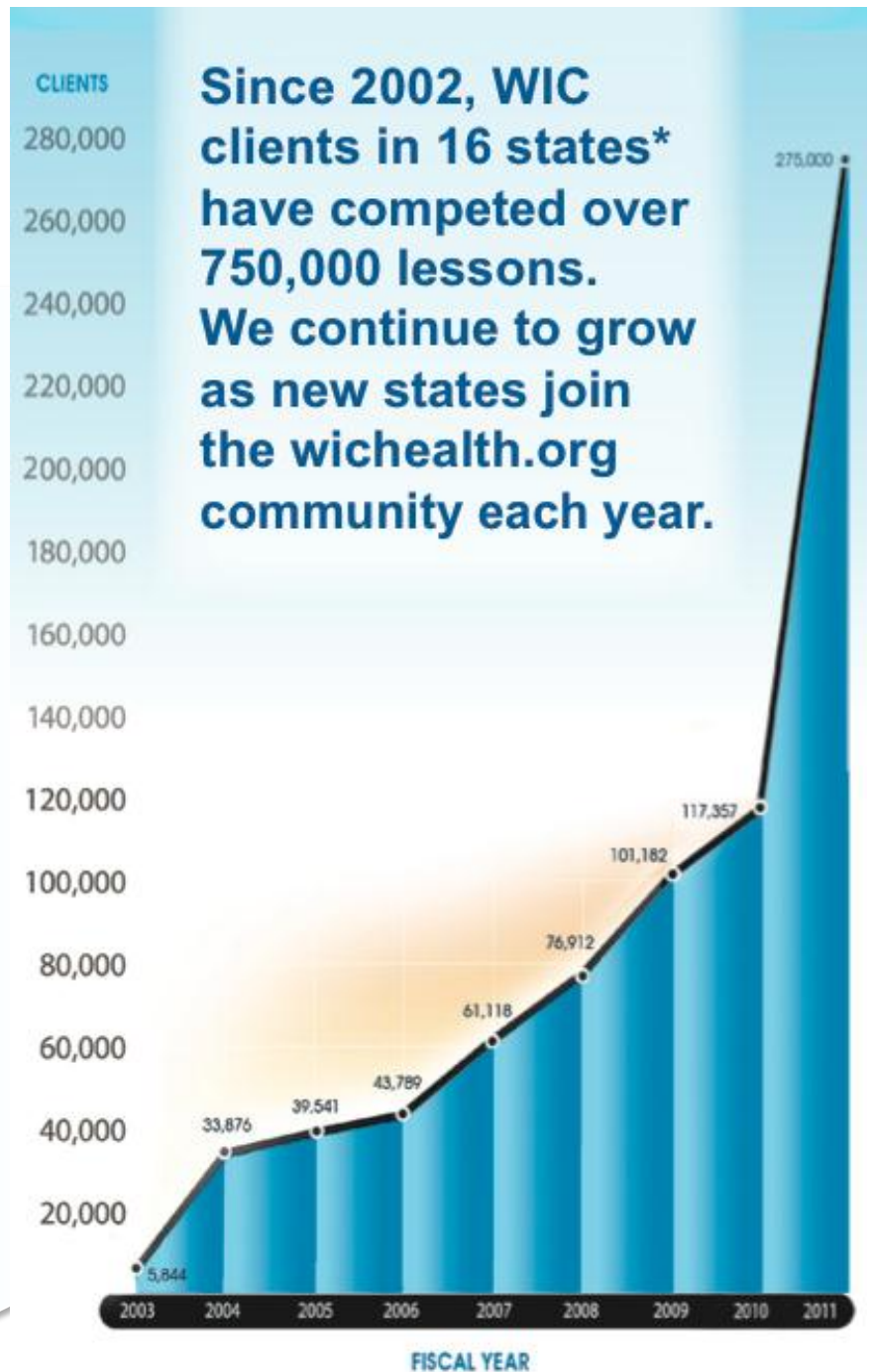
- Click on “mic and speakers” in the control panel to connect to audio using your computer.
- If you **do not have speakers on your computer**, use the call in number to connect.
- Mute your microphone when not speaking.
- To ask a question use the chat function or raise hand during question/answer sessions.

What is wichealth.org?

- **Online nutrition education** for WIC clients
- **23 lessons** for pregnant and breastfeeding moms and parents and caregivers of infants and children
- Available for **low-risk English** and **Spanish** speaking clients



Growth of the wichealth.org community





Partner States

How does it work?

WIC Staff
promote
wichealth to
eligible clients

Client creates
an account and
completes a
lesson

Client
provides the
certificate of
completion to
the WIC
agency

Upon
verification of
completed
lesson, staff
follow up
with client

Theories Behind wichealth.org

- Stages of Change
- Persuasive Communication
- Behavior Intent

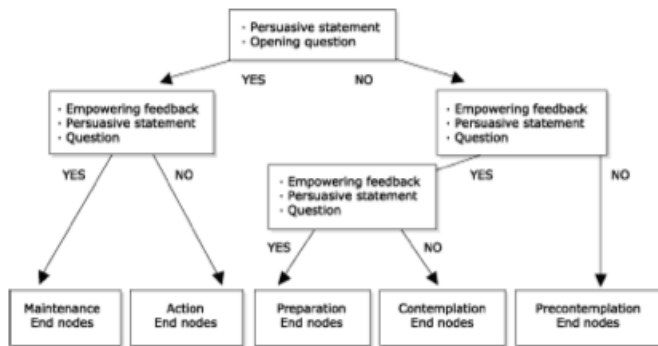


Figure 1. Algorithm for eHealth Behavior Management Model.

Stages of Change Model (SCM)

Pre-Contemplation (PC)

Not interested in changing; not aware of risks of the behavior

Contemplation (C)

Interested in changing

Preparation (P)

Ready to start taking steps to change the behavior

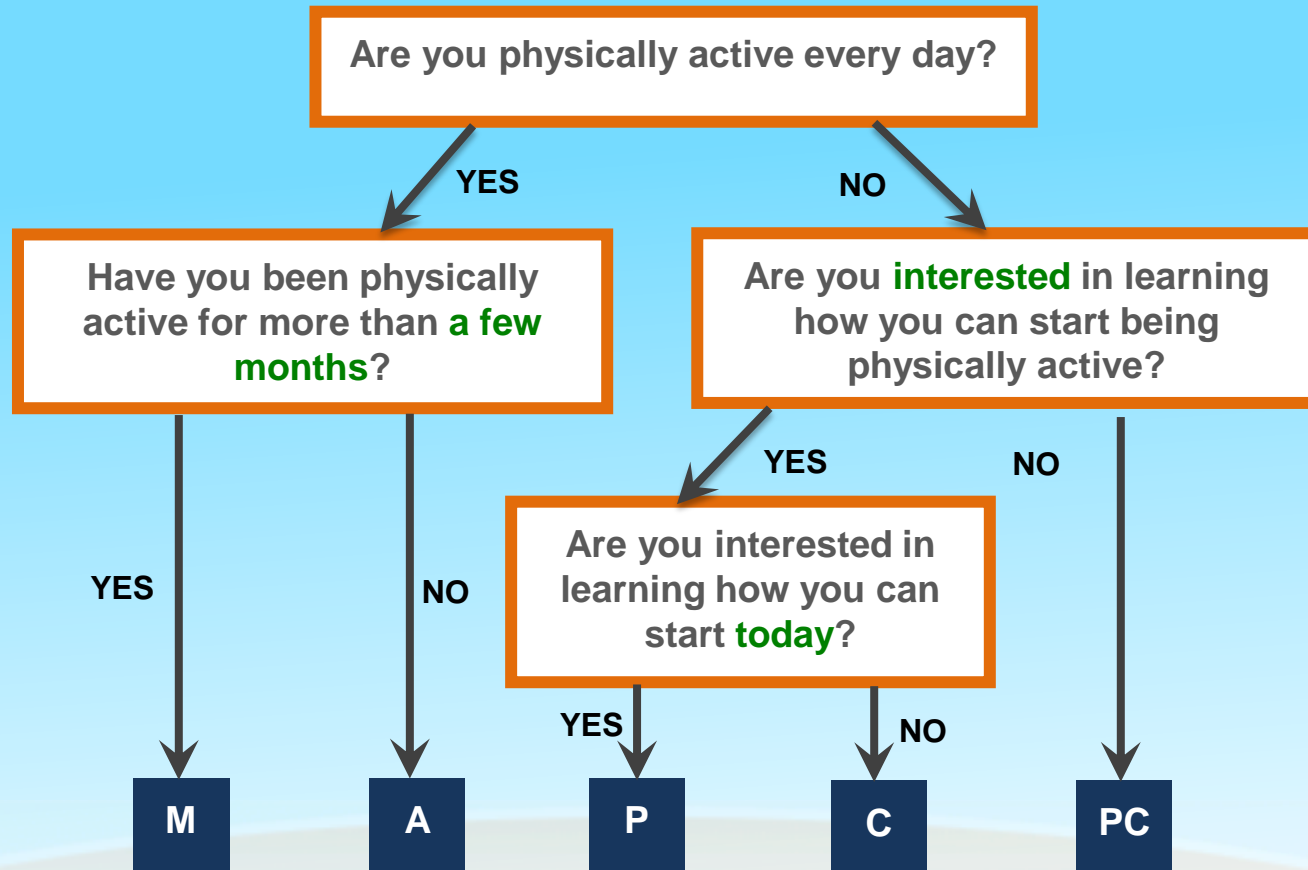
Action (A)

Has recently changed the behavior

Maintenance (M)

Has engaged in a healthy behavior for more than a few months

Applying stages of change to wichealth.org

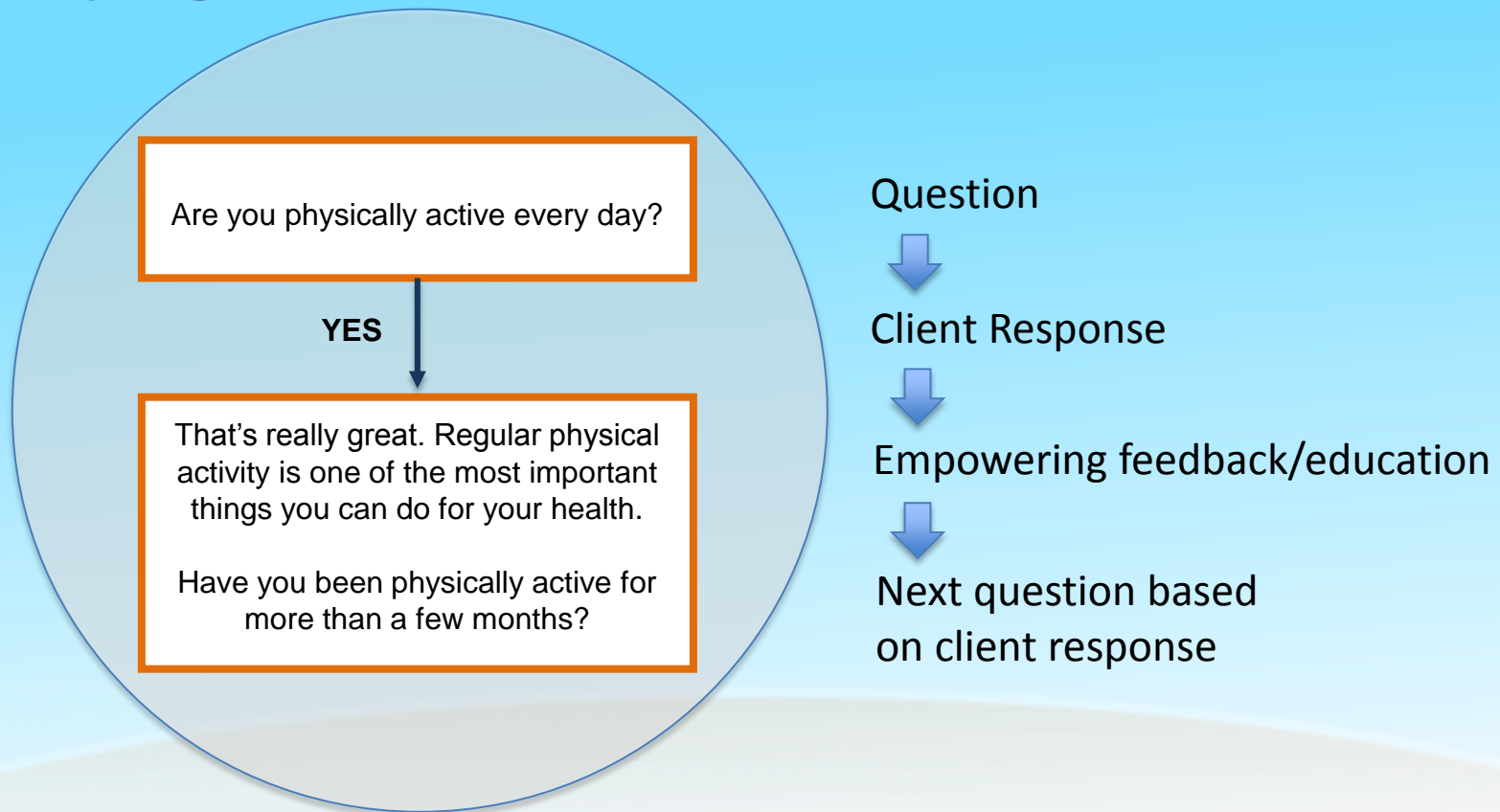


Persuasive Communication

Defining persuasive communication

Communication that is two-way and response-drive.

Applying persuasive communication to wichealth.org



Theory of Planned Behavior

Defining behavioral intent

Plan to engage in a behavior

Applying behavioral intent to wichealth.org

This is what I will do with what I learned today:

I plan to sign my child up for swimming class.



CERTIFICATE OF COMPLETION

ID: 105983

Date: February 10, 2011

Locations: Oklahoma - ITStesting2 - ITStesting2

This certificate is awarded to: Oklahoma

For completing the WIC lesson: Healthy Whole Grains

This is what I will do with the information I have learned today: I plan to sign my child up for swimming class.

Initial Stage

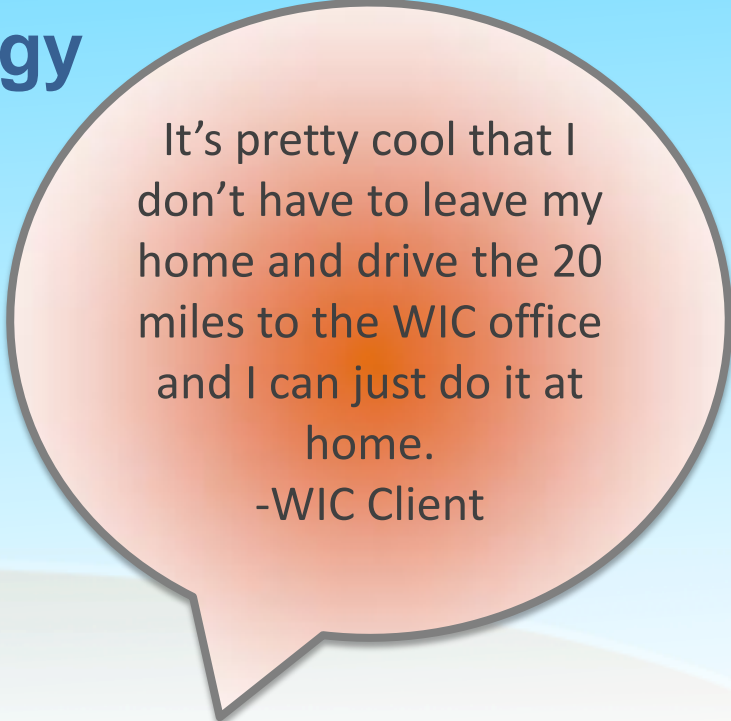
Action

Ending Stage

Action

Why should your agency offer wichealth?

- **Stage-based, tailored education**
- **Cutting-edge health technology**
- **Saves staff time**
- **Gives clients another option and flexibility to complete**
- **Clients loves wichealth.org**



It's pretty cool that I don't have to leave my home and drive the 20 miles to the WIC office and I can just do it at home.

-WIC Client

What CLIENTS like about wichealth

This is a great idea! Especially for us working parents that also have a 9-5 job. It's hard to take a personal or sick day. We like to use those for our sick children, not for appointments.

I would certainly recommend online to other WIC participants – in fact I already have!

I liked that I got to choose the topic; I have 5 children and sometimes the WIC education in the office is on something I already know.

I can learn at my own pace, in the comfort of my own home, without distractions.

What STAFF like about wichealth

Online ed is time-saving and gives our participants another option for their nutrition education.

We have only started offering wichealth this month, but we get positive reactions when we offer it as an option.

I was impressed that participants remembered the lesson they did and could state something they learned or how they used the information.

Great for participants with transportation issues, that work long hours, and find it difficult to come to scheduled classes.

Live

DEMONSTRATION

Client Comments on Links

This information is so good for me because my children are the most important thing for me and I'm going to take these tips the best I can. Thank you.

**I will be using this
to get my family
back on track on
eating healthy and
regularly!**

This had some great tips! My child hit a lunch rut. I have saved this article so that I can go back and refresh whenever I feel like lunch has become more of a chore than an adventure.

I got some really good ideas from these videos. This will make eating healthy more fun.

Educate

- Introduce wichealth.org to all clinic staff
- Train staff
- Provide staff with additional educational materials and resources
- Encourage all staff to try wichealth.org

Staff Access

Contact help@wichealth.org for a staff account

- Access to wichealth.org
- Access to wichealthsupport.org

State client demo account

Username: [state] **Password:** wichealth

- Access to wichealth.org
- Same as staff account except for profile

Client Promotion

- Market wichealth.org in your clinic
 - Bulletin boards, buttons, posters, etc.
- Inform each eligible client
- Talk about wichealth.org in your classes
- Provide each client with the appropriate materials
- Suggest places to access Internet

Build and Maintain Success

- Educate new employees about wichealth.org
- Keep up with changes and updates
- Communicate with staff
- Make wichealth.org more accessible

What should clients do if they need assistance?

If staff are unable to assist clients with a wichealth related question, direct them to email us at:

help@wichealth.org

***All emails answered within 24 hours**

Questions?

Contact Stephanie at
stephanie.pichan@wmich.edu